BTEC Assignment Brief

Qualification	Pearson BTEC Level 3 International Extended Diploma in Enterprise and Entrepreneurship
Unit number and title	**Unit 39: Developing an Enterprise Strategy**
Learning aim(s)	**A:** Create the vision for an enterprise idea **B:** Examine the environment and market opportunities in which the enterprise will operate
Assignment title	**Exploring an enterprise idea**
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You have made application to a local innovation and enterprise centre to win a funded workspace, from which you propose to launch your business idea. You have been asked to prepare a report on your idea for the centre manager. This report will examine the effects of the internal, external and competitive environment on your enterprise, showing how your enterprise will respond and adapt to its environment and how it sets the overall vision, mission and objectives for your enterprise.

Task 1	Begin by choosing an idea for an enterprise that you feel could be viable, or it for an existing enterprise that might be scaled up. Alternatively, you could use/adapt the idea you developed for Unit 4: Launch and Run an Enterprise, or developing a new idea. You will need to investigate possible ideas and market opportunities for this enterprise by carrying out thorough primary and secondary market research. You are required to write a report that evaluates the extent to which the environment might affect your selected enterprise. You will need to assess the effects of the operating environments and make judgements about the factors that are likely to affect this enterprise, as well as identifying their financial and non-financial significance.

	Your report should be written in three sections. **The Vision** to include: ● an introduction to the enterprise idea that includes a vision statement stating what the enterprise seeks to achieve, a mission statement giving the overarching aims, purpose and objectives of the enterprise, plus an assessment of the suitability of this idea. **Marketing** to include: ● the market opportunities for the enterprise to sell its products and/or service successfully ● how the enterprise will develop marketing approaches in its target markets, and an analysis of the importance of identifying and developing the enterprise within its chosen markets and environment to its success. **The Environment** to include: ● the internal, external and competitive environment facing the enterprise ● selection and use of suitable situational analysis techniques to evaluate the extent to which the enterprise environment affects the enterprise for example: o STEEPLE (Social, Technological, Economic, Environmental, Political, Legal, Ethical) analysis o SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis o 5Cs (company, competitors, customers, collaborators, climate) analysis o Porter's Five Forces. Your report must be logically and coherently structured, use appropriate business terminology accurately and be clearly and fluently expressed so it can be understood by the centre manager.
Checklist of evidence required	● An evaluative report ● Research log

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria, you must show that you are able to:
39/AB.D1	Evaluate the extent to which the enterprise environment affects the enterprise, using situational analysis techniques.
39/A.M1	Assess, via market research, the suitability of the enterprise idea.
39/B.M2	Analyse the importance of identifying and developing the enterprise within its chosen markets and environment to the success of an enterprise.
39/A.P1	Produce a vision and mission for an enterprise idea to provide a basis for formulating the enterprise's objectives.
39/B.P2	Discuss the internal, external and competitive environment of an enterprise.
39/B.P3	Select techniques to undertake a situational analysis of an enterprise.
39/B.P4	Identify the market opportunities for an enterprise to sell its products and/or services successfully.

39/B.P5	Explain how an enterprise will develop marketing approaches in its target markets.
Sources of information to support you with this Assignment	
Other assessment materials attached to this Assignment Brief	N/A
Sources of information to support you with this Assignment	**Websites** www.cim.co.uk/files/marcomms.pdf The CIM has a range of materials to include a 10-minute guide on how to plan marketing communications. www.gov.uk/marketing-advertising-law/overview The GOV.UK website provides government services and information, to include advertising and the law. www.s-cool.co.uk/a-level/business-studies This free revision website has resources to include Business Objectives and Strategy, and the External Environment.
Other assessment materials attached to this Assignment Brief	*N/A*